## CLAIMS:

1. An entertainment and advertising system comprising:

   a media presentation, the multi-media presentation including:

   > a story module for presenting an episode of a story;

   > an advertising module including at least one link to advertisements of respective advertisers; and

   > an interactive response module operatively linked to the story module,

   wherein an episode of the story requests user input to determine the content of a next episode of the story through a series of questions presented by the interactive response module and wherein the episode invites user research of the advertising module and the interactive response module requires use of the advertising module prior to enabling user input to the interactive response module.

2. A system as in claim 1 wherein the media presentation includes a membership module for registering a user with the system and the interactive response module requires user registration prior to enabling user input to the interactive response module.

3. A system as in claim 1 wherein the media presentation is selected from any one of or a combination of a multi-media website presentation, a radio presentation, a television presentation or a print media presentation.

4. A system as in claim 1 wherein the media presentation is operatively connected to a management module for receiving and reporting specific user information to at least one advertiser.

5. A system as in claim 1 wherein the interactive response system includes a media development module operatively connected to the media presentation, the media

development module for receiving user responses and developing further media presentations based on the user responses.

6. An internet entertainment and advertising system comprising:

a multi-media presentation on a website, the multi-media presentation including:

a story module for presenting an episode of a story;

an advertising module including a plurality of links to advertisements of respective advertisers; and

an interactive response module operatively linked to the story module,

wherein an episode of the story requests user input to determine the content of a next episode of the story through a series of questions presented by the interactive response module and wherein the episode invites user research of the advertising module and the interactive response module requires use of the advertising module prior to enabling user input to the interactive response module.

7. A system as in claim 6 wherein the multi-media presentation includes a membership module for registering a user with the system and the interactive response module requires user registration prior to enabling user input to the interactive response module.

8. A system as in claim 6 wherein the system includes a developer's module for developing further episodes and wherein the interactive response module tabulates the users' selections for reporting to the developers module

9. A system as in claim 6 wherein the system includes a management module for tabulating user's use of the advertisement module for reporting to the advertisers.

10. A method of encouraging user interaction with a website comprising the steps of:

a. providing a multi-media presentation on a website, the multi-media presentation

15

including:

a story module for presenting an episode of a story;

an advertising module including a plurality of links to advertisements of respective advertisers; and

an interactive response module operatively linked to the story module; and,

b. requesting user input to determine the content of a next episode of the story through a series of questions presented by the interactive response module wherein the episode invites user research of the advertising module and the interactive response module requires use of the advertising module prior to enabling user input to the interactive response module.

11. A method as in claim 10 further comprising, prior to step (b), determining membership status of a user and prohibiting step (b) if the user is not a member.

12. A method as in claim 11 further comprising prior to step (b), determining membership status of a user and obtaining user data so as to activate membership of a user.

13. A method of advertising comprising the steps of:

a. presenting a media presentation including product/service specific information to at least one user;

b. presenting response choices to users based on the subject matter of the media presentation;

c. receiving user responses to the response choices; and

d. developing further media presentations based on the user responses.

14. An advertising/entertainment system comprising:

a media presentation including an interactive response system, the interactive response system for presenting response choices to users based on the subject matter of the media presentation and for receiving user responses for developing further media presentations

based on the user responses.

15. A system as in claim 14 wherein the media presentation includes a membership module for encouraging a user to register with the advertising system.

16. A system as in claim 15 wherein the interactive response system allows a user to provide response choices only if the user has registered with the advertising system.

17. A system as in claim 15 wherein the membership module includes a questionaire for obtaining specific user information.

18. A system as in claim 14 wherein the media presentation includes advertising media selected from any one of or a combination of a multi-media website presentation, a radio presentation, a television presentation or a print media presentation.

19. A system as in claim 14 wherein the media presentation is operatively connected to a management module for receiving and reporting specific user information to at least one advertiser.

20. A system as in claim 14 wherein the interactive response system includes a media development module operatively connected to the media presentation, the media development module for receiving user responses and developing further media presentations based on the user responses.